

CLAIMS

What is claimed is:

1. A shoe sole for a shoe comprising at least one novelty scented material/formulation compound, where said novelty scented material/formulation compound comprises at least one novelty scent or fragrance where said novelty scented material/formulation compound gives off a unique aroma when said shoe sole is at rest; where said novelty scented material/formulation compound gives off a unique aroma when said shoe sole is in normal use due to friction, heat buildup, and wear; and where normal wear of said shoe sole exposes fresh surface area of said novelty scented material/formulation compound, wherein said unique aroma comprises a salient, distinctive, and marketable feature of said shoe.
2. The shoe sole of claim 1, further comprising including where said novelty scented material/formulation compound comprises at least one pheromone in addition to, or in place of, said at least one novelty scent or fragrance.
3. The shoe sole of claim 1, further comprising including where said novelty scented material/formulation compound comprises at least one smoking means in addition to, or in place of, said at least one novelty scent or fragrance and/or at least one pheromone.
4. The shoe sole of claim 1, further comprising including where said shoe comprises materials that are colored in accordance to the scent of said shoe sole.
5. The shoe sole of claim 1, further comprising including where a given pair of shoes comprise a mixed set, where each shoe sole in said given pair comprises a different scent.
6. The shoe sole of claim 1, further comprising including where said shoe sole comprises at least one void anywhere on the outside surface of said shoe sole, where said void comprises a receptacle that is intended for and allows for the insertion of at least one novelty scented plug or insert, where said void comprises a hole of any shape, design, directional orientation, size, or depth, and/or a

groove, channel, or crevice comprising any shape, design, design pattern, directional orientation, size, or depth,

7. The shoe sole of claim 6, further comprising including where said shoe sole comprising said at least one void anywhere on the outside surface of said shoe sole, where said void comprises a receptacle that is intended for and allows for the insertion of at least one novelty scented plug or insert, does not comprise said at least one novelty scented material/formulation compound, and/or does not comprise at least one pheromone, and/or does not comprise at least one smoking means.
8. The void of claim 6, comprising where said void is created using any void creating means.
9. The void of claim 6, further comprising including where said void can accommodate said at least one novelty scented plug or insert comprising any embodiment of an "O" ring around the non-wearing circumference of the entire shoe sole, and/or around the non-wearing circumference of the heel portion of said shoe sole, and/or around the non-wearing circumference of the non-heel portion of said shoe sole; or where said "O" ring is in or on the wear surface of said shoe sole.
10. The void of claim 6, further comprising including where said void can accommodate two or more novelty plugs or inserts, either along the depth of said void, side-by-side along/across the opening gap of said void, or both.
11. The novelty scented plug or insert of claim 6, comprising where said novelty plug or insert comprises any shape, design, size or depth, comprising where said novelty plug or insert comprises any material composition, comprising where said novelty plug or insert comprises any color or any colors, and comprising where said novelty plug or insert is designed for or is able to be modified to be inserted, installed and/or secured in said void by any possible inserting, installing or securing means; further comprising including where said novelty plug or insert is removable from said void using any removing means.
12. The novelty scented plug or insert of claim 11, comprising where said novelty plug or insert may be formed by any forming means, where said any forming

means comprises any means of molding, casting, die cutting, extruding and cutting, molding and cutting, casting and cutting, etc.

13. The novelty scented plug or insert of claim 11, comprising where said novelty plug or insert comprises semi-solids that are introduced into said void using any void-filling means, where said any void-filling means comprises any means of pouring, pumping, injecting, spraying, etc.
14. The material composition of claim 11, further comprising including where said material composition comprises at least one novelty scent or fragrance and/or pheromone.
15. The material composition of claim 11, further comprising including where said material composition comprises at least one novelty visual aspect, where said novelty visual aspect comprises any unique or interesting appearance items including items that are reflective, refractive, sparkling, shining, holographic, jewel-like, pearlescent, fluorescent, glow-in-the dark, etc., where said novelty visual aspect does not produce light and does not comprise the use of a chemical reaction that produces light.
16. The material composition of claim 11, further comprising including where said material composition comprises at least one smoking means.
17. The novelty scented plug or insert of claim 11, comprising where a singular said novelty scented plug or insert comprises, in addition to at least one material composition, any one, or any combination or permutation comprising more than one, of the following attributes: at least one color; at least one novelty scent and/or fragrance; at least one pheromone; at least one novelty visual aspect; or at least one smoking means.
18. The novelty scented plug or insert of claim 11, further comprising including where said novelty scented plug or insert comprises a plug or insert comprising multi-sectional construction, where said plug or insert comprising said multi-sectional construction comprises two or more sections, where any one given section, or more than one given sections comprising said two or more sections can be oriented either along the depth of said novelty scented plug or insert comprising multi-sectional construction, and/or along or across the surface area

that is visible after installation of said novelty scented plug or insert comprising multi-sectional construction; further comprising including where said any one given section can comprise any one, or any combination or permutation comprising more than one, of the following attributes: at least one material composition; at least one color; at least one novelty scent and/or fragrance; at least one pheromone; at least one novelty visual aspect; or at least one smoking means.

19. The novelty scented plug or insert of claim 11, comprising where said novelty scented plug or insert may be either factory installed on said shoe during the manufacturing process; or, where said novelty scented plug or insert may be installed on said shoe by non-factory aftermarket installers.
20. The novelty plug or insert of claim 11, further comprising including where the installation of said novelty scented plug or insert on said shoe by factory installers or by aftermarket installers allows for said installation to comprise any number and/or combination of different novelty scented plugs or inserts, where differences comprising a given novelty scented plug or insert comprising said any number and/or combination of different novelty scented plugs or inserts can comprise any variation with regards to any one or more of the following: at least one material composition; at least one color; at least one novelty scent and/or fragrance; at least one pheromone; at least one novelty visual aspect; at least one smoking means; single sectional versus multi-sectional construction; etc., where the use of said different novelty scented plugs or inserts allows for the customization of said shoe to comprise endless variants and permutations.
21. The novelty plug or insert of claim 11, further comprising including where said novelty scented plug or insert, and/or semi-solid novelty scented plug or insert material, is made available and/or sold as a separately offered aftermarket item or plurality of aftermarket items, to allow customization of said shoe sole comprising said at least one void by aftermarket installers; further comprising including where said separately offered aftermarket item or said plurality of aftermarket items can be used to customize shoes other than said shoe through the modification of said shoes other than said shoe, where said modification

comprises the creation of said at least one void by any void creating means that enables installation of said separately offered aftermarket item or said plurality of aftermarket items on said shoes other than said shoe.